

Enjoy your savings today.

PARLIAMENT Lights



when you buy  
a carton  
or 4 packs of  
Parliament Lights

\$1.00 OFF

Manufacturer's Coupon Offer Expires 6/30/96

DETACH COUPON, MOISTEN AND SEAL HERE.

PARLIAMENT LIGHTS SURVEY

Throughout the year, we'd like to send you special offers. To help us get to know you better and find out what offers would interest you, we'd appreciate it if you'd take just a few minutes to complete and return the following postage-paid survey. This survey is for smokers ages 21 and over. On behalf of everyone at Parliament Lights, thanks for your help.



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Mr. John A. Sample  
123 Main Street  
Anytown, US 12345

Panel C

Panel C

- What is your regular brand of cigarettes—that is, the brand you smoke most often?
- Is your regular brand...? (Check one.)  
☐ Regular/King Size ☐ 100's ☐ 120's
- Is your regular brand...? (Check one.)  
☐ Menthol ☐ Non-Menthol
- Is your regular brand...? (Check one.)  
☐ Filter ☐ Non-Filter
- Is your regular brand...? (Check one.)  
☐ Lowest/Tar mg Tar ☐ Ultra/Extra Low Tar  
☐ Light/Mild ☐ Medium  
☐ Full Flavor
- Do you usually buy it by the...? (Check one.)  
☐ Pack ☐ Carton ☐ Both Ways
- How long have you smoked this brand?  
☐ Less than 1 yr ☐ 2 to 3 yrs ☐ Over 5 yrs  
☐ 1 to 2 yrs ☐ 3 to 5 yrs
- What, if any, was your previous brand?
- The next time you go to the store, if your regular brand were not available, what would you do? (Check one.)  
☐ Go to another store to buy my regular brand.  
☐ Buy another type or length of my regular brand.  
☐ Wait until the store has my regular brand.  
☐ Buy a different brand entirely.
- Which of the following statements best describes the way you use cigarette coupons? (Check one.)  
☐ I use almost any cigarette coupon I get.  
☐ I occasionally use coupons for cigarettes, even if they are not for my regular brand.  
☐ I only use coupons if they are for my regular brand.  
☐ I never use coupons to buy cigarettes.
- If your regular brand were not available, which of the following brands would you consider buying? (Check all that apply.)

- |  |                                     |   |
|--|-------------------------------------|---|
| <input type="checkbox"/> Alpine          | <input type="checkbox"/> Kent       | <input type="checkbox"/> Salem          |
| <input type="checkbox"/> Basic           | <input type="checkbox"/> KOOL       | <input type="checkbox"/> Sterling       |
| <input type="checkbox"/> Benson & Hedges | <input type="checkbox"/> Magna      | <input type="checkbox"/> Store/ Generic |
| <input type="checkbox"/> Best Buy        | <input type="checkbox"/> Marlboro   | <input type="checkbox"/> Superslims     |
| <input type="checkbox"/> Best Value      | <input type="checkbox"/> Merit      | <input type="checkbox"/> True           |
| <input type="checkbox"/> Bristol         | <input type="checkbox"/> Misty      | <input type="checkbox"/> Vantage        |
| <input type="checkbox"/> Bucks           | <input type="checkbox"/> Monarch    | <input type="checkbox"/> Viceroy        |
| <input type="checkbox"/> Cambridge       | <input type="checkbox"/> Montclair  | <input type="checkbox"/> Virginia Slims |
| <input type="checkbox"/> Camel           | <input type="checkbox"/> Mount      | <input type="checkbox"/> Winston        |
| <input type="checkbox"/> Capri           | <input type="checkbox"/> Newport    | <input type="checkbox"/> Winston        |
| <input type="checkbox"/> Carlton         | <input type="checkbox"/> Nine       | <input type="checkbox"/> Nine           |
| <input type="checkbox"/> Doral           | <input type="checkbox"/> Parliament | <input type="checkbox"/> Other (brand)  |
| <input type="checkbox"/> GPC             | <input type="checkbox"/> Pinnacle   |   |
|  | <input type="checkbox"/> Raleigh    |   |
|  | <input type="checkbox"/> Extra      |   |

- Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? (Use as many lines as you need. Write in exact number of packs for each brand below. Note: 1 carton = 10 packs.)

Brand Name # of Packs

- Where do you usually buy your cigarettes? (Check one.)  
☐ Supermarket Chain ☐ Neighborhood Grocery  
☐ Convenience/Gen ☐ Drugstore/Pharmacy  
☐ Discount Store

- How often do you use special in-store cigarette offers, such as a free gift with purchase, a 2-for-1, or special prices?

I look for special offers for my regular brand—

☐ Frequently ☐ Occasionally ☐ Never

I take advantage of special offers for brands other than my regular brand—

☐ Frequently ☐ Occasionally ☐ Never

- Which of the following best describes you? (Check one.)

☐ White ☐ African-American ☐ Hispanic  
☐ Asian ☐ American Indian ☐ Other

- Are there other smokers in your household 21 years of age or older? Please print full names, birth dates and regular brands.

First Name M.I. Last Name

Birth Date Regular Brand

First Name M.I. Last Name

Birth Date Regular Brand

We guarantee that you will be paid and we will not print the name of a smoker who is deceased or who is not affiliated with Philip Morris.

By expanding to this survey and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive cigarette coupons and branded incentive items in the mail, subject to applicable state and federal laws.

Signature (required)

X

Birth Date (required)

Today's Date

PHILIP MORRIS INC. 1000 PHILIP MORRIS DRIVE, NEW YORK, NY 10020-1000